

11 December, 2017

Eden Park launches *The Hood* - neighbourhood supporters' club

Eden Park launched its latest initiative, *The Hood* – a supporters' club for neighbours – at its annual residents' Christmas BBQ last week.

Residents who live within the boundaries of Auckland Transport's Residents Only Parking Zone for Eden Park events are encouraged to sign up for *The Hood* and receive exclusive benefits (refer to attached map).

Eden Park CEO Nick Sautner says, "With over 114 years of history, Eden Park is a significant part of the neighbourhood. Building on the *Our Neighbourhood* photographic exhibition earlier this year, *The Hood* reaffirms our commitment to the community and demonstrates our appreciation of our neighbours' ongoing support."

In collaboration with a number of Eden Park's partners, members of *The Hood* will be eligible for a range of exclusive benefits and prizes including the below, with more offers to follow:

Paint a House in *The Hood*

Thanks to Resene and Master Painters New Zealand – for the next three years, one lucky neighbourhood house each year will be repainted to the value of \$10,000.

Light up *The Hood*

Thanks to Philips, Eden Park is giving away a lighting package upgrade for 10 homes – Hue white and colour ambiance starter kit E27 prizes to the value of \$300 per house.

Tickets to Super Rugby and Mitre 10 Cup games at Eden Park

Thanks to Eden Park's anchor tenants, each household signed up to *The Hood* will be in the running to win family passes to all Blues and Auckland Rugby fixtures in 2018.

Pop-up Globe

2-for-1 Groundling tickets at the Pop-up Globe for selected dates.

"We're always looking for new ways to communicate with those living and working around us. This exciting initiative in collaboration with our partners will further strengthen our neighbourhood relationship through a number of locally focused benefits.

"It has been encouraging to receive comments from our neighbourhood supporting our mission to promote, operate and develop Eden Park as a high quality multi-purpose stadium. We see Eden Park as a venue for not only rugby and cricket but also for other sporting codes, recreational, musical, and cultural events for the benefit of the Auckland region and the broader community.

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“It is well-known that families buy homes in specific areas to gain access to school zones and for convenience to work and transport. Eden Park is another example, where locals have decided to live in the area for the accessibility to domestic and world-class live events,” says Sautner.

Members of *The Hood* are invited to join Eden Park’s closed Facebook group to keep up with the latest happenings of what’s going on in and around the stadium as well as the latest updates about *The Hood’s* initiatives.

Residents who live within the boundaries of Auckland Transport’s Residents Only Parking Zone for Eden Park events can sign up to The Hood at www.edenpark.co.nz/thehood

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About Eden Park

Eden Park is New Zealand’s national stadium and a globally-iconic sporting arena, located in central Auckland. Its rich sporting history and profile is unmatched by any other stadium in the country. From its beginnings as a cricket ground in 1903, Eden Park became the primary venue for major summer and winter sport in Auckland when, in 1913, the owner, Auckland Cricket, leased winter use of the ground to Auckland Rugby. A Deed of Trust establishing Auckland Cricket and Auckland Rugby as the beneficial owners of Eden Park was signed in 1926 and has since been enshrined in legislation. Most notably remembered for hosting the 1987 and 2011 Rugby World Cup Finals, Eden Park remains the home of both Auckland Cricket and Auckland Rugby as it has been for more than a century.

Eden Park Trust operates as a statutory not-for-profit body corporate, registered as a charitable trust with the Charities Commission. Its objectives are to promote, operate and develop Eden Park as a high quality multi-purpose stadium for the use and benefit of rugby and cricket as well as other sporting codes and other recreational, musical, and cultural events for the benefit of the public of the Auckland region.

Each year, more than half a million sports and entertainment fans from around the world visit Eden Park. The stadium successfully hosts sell-out crowds of up to 50,000 on match days and hosts more than 1,000 non-match day functions per year.

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